



## **NO & LOW COST ADVERTISING/MARKETING OPPORTUNITIES 2009 Travel Montana**

### **General Consumer Publications**

Bev Clancey, Publications Manager  
841-2898, FAX 841-2871, [bclancey@mt.gov](mailto:bclancey@mt.gov)

*Montana Vacation Planner:* Statewide travel services data book offers free listings and space available for advertising at reasonable fees. Updated yearly. Information and advertising deadlines: August. Distributed statewide for use in travel information racks and at visitor information centers. It is part of Travel Montana's fulfillment package for callers and website visitors requesting hard copy travel information. About 400,000 printed each year.

*Montana Winter Guide:* Statewide winter recreation information focused on downhill and nordic skiing, snowmobiling, snowcoach tours, dog-sledding, and other winter recreation activities along with lodging and related winter travel services. Most guide placements require the purchase of ad space (very reasonably priced) to cover guide's cost. Updated yearly. Information deadlines: April. Distributed statewide for use in travel information racks and at visitor information centers. It is part of Travel Montana's winter fulfillment package for callers and website visitors requesting hard copy travel information. About 85,000 printed each year.

### **Electronic Marketing**

Jan Wirak, Database Content Specialist  
841-2788, FAX 841-2811, [jwirak@mt.gov](mailto:jwirak@mt.gov)

Travel Montana has developed and hosts a number of Internet Websites that provide information about Montana's travel opportunities including sites, services and events statewide. Like the publications, these are free listings for Montana's tourism-related businesses, attractions and organizations. The free listings include detailed descriptions, directions, and up to six photographs or images. An additional service for businesses with their own website is to link their listing with Travel Montana's website for a small annual administrative fee. Travel Montana's visitor information website addresses are: [visitmt.com](http://visitmt.com); [wintermt.com](http://wintermt.com); [lewisandclark.state.mt.us](http://lewisandclark.state.mt.us);

montanakids.com. Travel Montana's websites have been reporting well over 11 million visitor sessions annually. In addition to being viewable on our Web sites, listings are used extensively by Travel Montana's call center agents at 1-800-VISITMT (847-4868).

### **Publicity / Photography**

Donnie Sexton, Staff Photographer and Publicity Manager  
841-2897, FAX 841-2871, [dsexton@mt.gov](mailto:dsexton@mt.gov)

Travel Montana's publicity program works with both national and international travel media to cultivate editorial coverage on Montana in all forms of media (print, internet, broadcast – TV and radio). One mechanism for doing this is to conduct escorted media or press trips, organized around activities, notable events or focused on a tourism region or community and its offerings. The publicity office works closely and cooperatively with the regions, CVBs and Montana tourism-related businesses to identify appropriate tours and secure complimentary or discounted services during these trips. The goal is to conduct a minimum of one media tour in each of the state's tourism regions yearly.

Other publicity opportunities involve providing one-on-one logistical and financial support to broadcast, internet and print media with assigned stories / articles on Montana. Tourism-related businesses can once again get involved with providing complimentary or discounted services. The benefit to working with the media at any level is the potential coverage that can result for your business.

Travel Montana maintains a stock photo library for use in Travel Montana publications and websites, regional and CVB guides. The photos are also available for media use as visual support for Montana stories. Opportunities exist for communities, as well as individual businesses to work with the staff photographer to have their communities or services and/or facilities included in the photo library.

### **National & Regional Co-op Advertising**

Katy Peterson, Consumer Marketing Manager  
841-2896, FAX 841-2871, [kapeterson@mt.gov](mailto:kapeterson@mt.gov)

Travel Montana's consumer marketing program develops advertising and marketing campaigns to promote Montana as a unique vacation destination. Part of this program includes co-op marketing.

Co-op marketing opportunities are advertising or promotional opportunities that Travel Montana "anchors." Travel Montana encourages private- and public-sector tourism and recreation partners to participate by offering a variety of affordable media placement opportunities (usually \$1,000 - \$5,000). The collective leveraging of resources increases impact and improves visibility of the Montana message. It also provides smaller-budget entities with more affordable advertising opportunities to very targeted national and regional audiences.

For more information on current or upcoming co-op marketing opportunities, visit our industry website at [www.travelmontana.mt.gov/programs](http://www.travelmontana.mt.gov/programs) and click on "Consumer Marketing."

### **Sweepstakes, Giveaways, and Promotional Trips**

Susan Buhr, Marketing Assistant  
841-2899, FAX 841-2871, [sbuhr@mt.gov](mailto:sbuhr@mt.gov)

In addition to print ads and online media buys, Travel Montana has developed several creative campaigns featuring trips throughout Montana. Past promotional campaigns include "Win Your Own Montana Mountain," the MontanaKids Vacation Giveaway, and the Winter Dream Vacation (which was open only to Montana residents).

While Travel Montana promotes the giveaway in advertising and typically pays for transportation costs, low-cost opportunities from Montana businesses include donating lodging, activities, passes, and coupons or discounts for meals or merchandise. All sponsors receive a listing on promotional webpage, with link if available. Additional exposure may include listings in press releases and advertising spots.

### **Group/Meetings/Convention Publications & Websites**

Marlee Iverson, Group Travel Manager  
841-2895, FAX 841-2871; [miverson@mt.gov](mailto:miverson@mt.gov)

Travel Montana promotes Montana as a destination to tour operators and meeting planners.

For groups, we work with key tour operators, wholesalers, travel agencies and the media to establish Montana tour itineraries. We attend key travel trade shows, host familiarization (fam) tours, and establish ongoing personal contact with targeted tour operators, wholesalers, travel agents and media. At the National Tour Association Convention participating Montana suppliers can co-sponsor our refreshment booth for \$300.

Our "Trade Show Assistance Program" provides financial support for Regions and Convention & Visitor Bureaus (CVBs) to participate in meeting and convention trade shows. Travel Montana also coordinates advertising at a reduced rate for interested partners in select M&C publications.

Leads gathered from both programs are available free of charge to all Montana tourism suppliers through our intranet website: [www.travelmontana.mt.gov](http://www.travelmontana.mt.gov). Click on Programs, then U.S. & Canadian Group Travel or Meetings and Conventions, scroll down to the password protected area and type in your password. To receive a password contact Marlee Iverson [miverson@mt.gov](mailto:miverson@mt.gov). For a small fee businesses can

be listed on each program's website: [www.montanagroups.com](http://www.montanagroups.com) and [www.montanameetings.com](http://www.montanameetings.com).

Private sector participation in, and hosting of fam tours is welcome, appreciated and effective! Complimentary lodging, meals, activities, or discounted services are requested.

### **Overseas Marketing Programs**

Pam Gosink, Overseas Marketing Manager  
841-2894, FAX 841-2871, [pgosink@mt.gov](mailto:pgosink@mt.gov)

Travel Montana promotes Montana as a destination to the United Kingdom, Germany, France, Belgium, the Netherlands, Italy, Scandinavia, Australia, Japan and Taiwan markets. The European program promotes Montana, South Dakota, Wyoming and Idaho through activities coordinated by Rocky Mountain International (RMI). The Japan and Taiwan program is handled through the Montana Commerce Department's Trade Offices in Taipei, Taiwan and Kumamoto, Japan.

In all markets we work with key tour operators, wholesalers, travel agencies and the media to establish Montana itineraries for groups and FITs (Foreign Independent Travelers), while assisting Montana businesses in their marketing efforts overseas. We attend key international travel trade shows, hosts familiarization (fam) tours, conduct cooperative advertising ventures with other RMI states, brochure and video distribution and ongoing personal contact with targeted tour operators, wholesalers, travel agents and media.

Leads gathered at the trade shows are available free of charge to all Montana tourism suppliers through our intranet website: [www.travelmontana.mt.gov](http://www.travelmontana.mt.gov), click on Our Programs, then Overseas, scroll down to the password protected area and type the password: overseas.

International presentations, marketing information and federal ESTA program information are also now available on the intranet site. Access as described above, then scroll down below the leads section for the Presentations section.

Private sector participation in, and hosting of fam tours is welcome, appreciated and effective! Complimentary lodging, meals, activities, or discounted services are requested. European travel trade and media representatives are brought here annually through the RMI RoundUp, offering a cost-effective way to investigate or continue your international marketing efforts.

### **Special Event Grant Program**

Carol Crockett, Visitor Services Manager  
841-2796, FAX 841-2871, [ccrockett@mt.gov](mailto:ccrockett@mt.gov)

The Special Events Grant Program (SEGP) helps communities and organizations create and sustain local economic development through the creation of annual, on-going events. Grant funds are available for event marketing and promotion. This is a competitive grant process with matching fund requirements. Applications are available in October; application deadline is early December. The SEGP funding pool is currently \$80,000.

### **Montana Film Office Publication and Website**

Maribeth Goodrich, Film Office Coordinator  
841-2880, FAX 841-2871, [mgoodrich@mt.gov](mailto:mgoodrich@mt.gov)

*Montana Production Guide:* Statewide directory of film, TV, and still photography production services, personnel, and locations in Montana. It offers free listings for production-related businesses and individuals, and space available for businesses to advertise at reasonable fees. Updated yearly. Information and advertising deadlines: October. Distributed at film-related international events, trade shows, direct mail and by request. About 350 printed each year. Guide information also posted on the Film Office website: <http://www.montanafilm.com/>

*Montanafilm.com:* Featured Location Section. Communities and individuals are encouraged to submit photos of their towns or unique location for consideration for the Film Office's monthly Featured Location at [http://www.montanafilm.com/featurelocation\\_062.htm](http://www.montanafilm.com/featurelocation_062.htm) The Montana Film Office maintains a list of potential featured locations and rotates them on a monthly basis, determined by industry trends, and seasonality. A desire to attract and allow crews to perform filming in the location is a prerequisite, and unique submissions are encouraged. Submission does not guarantee placement.

### **Montana Visitor Information Center Display Case Program**

Carol Crockett, Visitor Services Manager  
841-2796, FAX 841-2871, [ccrockett@mt.gov](mailto:ccrockett@mt.gov)

The Montana Visitor Information Center Display Case Program is a destination-marketing tool showcasing promotional and "Made in Montana" or "Montana's Choice" products and services at a number of the state's gateway community VICs. Approved Montana promotional materials, products and service information is placed in the display case free of charge and as space is available. Items cannot be sold at the VICs, but VIC staff and display case placards will provide inquiring visitors information on where to purchase the item or service and how to make producer contact. The display cases are currently available at these Montana Visitor Information Centers: Broadus, Dillon, Shelby, St. Regis, West Yellowstone and Wibaux. For more information on how to use this program for your Montana product or service, contact Travel Montana.

## Montana Visitor Information Centers (VIC)

Travel Montana and nine community partners operate visitor information centers at 9 major highway entrances to Montana. These centers offer opportunities to display and share information, attractions, events, activities and Made in Montana products in communities and regions all across Montana. The materials are displayed as space allows. Below are the addresses of the 9 state-supported visitor information centers and the Travel Montana contact:

### **Culbertson VIC**

Hwy 2 East  
PO Box 95  
Culbertson MT 59218  
(406) 787-6320

### **St Regis VIC**

39 Lobo Loop  
PO Box 200  
St Regis MT 59866  
(406) 649-2290

### **Dillon VIC**

10 West Reeder  
PO Box 425  
Dillon MT 59725  
(406) 683-5511

### **West Yellowstone VIC**

30 Yellowstone Ave  
PO Box 458  
West Yellowstone MT 59758  
(406) 646-7701

### **Hardin VIC**

I-90 Exit 497  
PO Box 1206A  
Hardin MT 59034  
(406) 665-1671

### **Broadus VIC**

119 E Wilson St  
PO Box 406  
Broadus MT 59317  
(406) 436-2992

### **Shelby VIC**

100 2nd Ave South  
PO Box 865  
Shelby MT 59474  
(406) 434-9151

### **Wibaux VIC**

500 N 2nd Ave E  
PO Box 453  
Wibaux MT 59353  
(406) 796-2253

### **Travel Montana Contact**

Carol Crockett  
Visitor Services Manager  
301 South Park Avenue  
Helena, MT 59601  
406-841-2796, [ccrockett@mt.gov](mailto:ccrockett@mt.gov)

## AAA (American Automobile Association)

AAA operates "club" offices all around the country. The seven AAA Montana offices are one resource for getting information out to the nation's other "club" offices. The AAA Montana offices are used as an information resource by the out-of-state "club" offices for club members interested in what there is to see and do in Montana. The AAA Montana staff use Travel Montana's publications in addition to the AAA publications and internet resources listed below. The Montana "club" office addresses are listed below:

### AAA Montana

Helena/Headquarters  
2100 11th Ave.  
Helena, MT 59601  
447-8100

Billings  
3220 4th Ave N.  
Billings, MT 59101  
248-7738

Bozeman  
1530 N. 19<sup>th</sup> Ave., Stes B  
Bozeman, MT 59718  
586-6156

Great Falls  
2102 10<sup>th</sup> Ave S.  
Great Falls, MT 59405  
727-2900

Kalispell  
135 Hutton Ranch Rd  
Suite 106  
Kalispell, MT 59901  
758-6980

Missoula  
1200 S. Reserve, Suite B  
Missoula, MT 59801  
829-5500

Hamilton  
914 N 1<sup>st</sup> St, Unit C  
Hamilton, MT 59840  
363-3407

**Idaho, Montana, Wyoming TOUR BOOK:** Statewide accommodation, attraction, activity and event information. Updated every two years. State "club" offices are provided text for review, updating and editing.

**[www.aaa.com](http://www.aaa.com)**: National website which includes state and community travel and calendar of event information. For calendar of events, send information electronically to this e-mail address at the AAA Mountain West Headquarters:

[dharris@mtw.aaa.com](mailto:dharris@mtw.aaa.com)

**VIA (MT/WY/AK edition):** The calendar of events are published in this magazine sent to AAA members in the three states. This publication is published four times a year is working four months ahead on editions so providers must get information to them with that lead time in mind. Example: To be considered for the May/June issue, event notices must be received by January 1. Email details to [viaevents@csaa.com](mailto:viaevents@csaa.com) or mail to Events Editor, VIA, 150 Van Ness Avenue, San Francisco, CA 94102. For more information, contact: Denice Harris, AAA Montana Headquarters, email:

[dharris@mtw.aaa.com](mailto:dharris@mtw.aaa.com), or the Helena address listed above.



## Montana Tourism Regions

Each of Montana's six official tourism regions produce travel guides, provide visitor information through websites, conduct consumer marketing and publicity campaigns and other marketing activities. Contact your tourism region and see how they can assist you.

### **Glacier Country**

(Northwest Montana)  
1121 East Broadway, Suite 113  
Missoula, MT 59802  
532-3234, 800-956-6537  
800-338-5072 (Visitor Call Center)  
E-mail: [gcoffice@montana.com](mailto:gcoffice@montana.com)  
Web: [www.glaciermt.com](http://www.glaciermt.com)

### **Gold West Country**

(Southwest Montana)  
1105 Main St.  
Deer Lodge, MT 59722  
846-1943, 800-879-1159  
E-mail: [goldwest@bresnan.net](mailto:goldwest@bresnan.net)  
Web: [www.goldwest.visitmt.com](http://www.goldwest.visitmt.com)

### **Russell Country**

(Northcentral Montana)  
Box 3166  
Great Falls, MT 59403  
761-5036, 800-527-5348  
E-mail: [russell@visitmt.com](mailto:russell@visitmt.com)  
Web: [www.russell.visitmt.com](http://www.russell.visitmt.com)

### **Missouri River Country**

(Northeast Montana)  
Box 118  
Fort Peck, MT 59223  
653-1319, 800-653-1319  
E-mail: [2mtmrc@nemontel.net](mailto:2mtmrc@nemontel.net)  
Web: [www.missouririver.visitmt.com](http://www.missouririver.visitmt.com)

### **Custer Country**

(Southeast Montana)  
Box 904  
Forsyth, MT 59327  
346-1876, 800-346-1876  
E-mail: [custer@rangeweb.net](mailto:custer@rangeweb.net)  
Web: [www.CusterCountry.com](http://www.CusterCountry.com)

### **Yellowstone Country**

(Southcentral Montana)  
P.O. Box 3048  
Bozeman, MT 59772-3048  
556-8680, 800-736-5276  
E-mail: [yellowstone@montana.net](mailto:yellowstone@montana.net)  
Web: [www.yellowstonecountry.net](http://www.yellowstonecountry.net)



## Montana Convention and Visitor Bureaus (CVB)

Each of Montana's 11 official convention and visitor bureaus produce guides and/or brochures, provide visitor information through websites and staffed centers, conduct consumer marketing and publicity campaigns and other marketing activities. Contact your area CVB and see how they can assist you.

### **Big Sky Chamber of Commerce**

Box 160100  
Big Sky, MT 59716  
995-3000, FAX 995-3054  
[marne@bigskychamber.com](mailto:marne@bigskychamber.com)

### **Billings CVB**

Box 31177  
Billings, MT 59107  
245-4111, FAX 245-7333  
[joan@billingschamber.com](mailto:joan@billingschamber.com)

### **Bozeman CVB**

2000 Commerce Way  
Bozeman, MT 59715-7500  
922-0450, FAX 586-8286  
[candrus@bozemanchamber.com](mailto:candrus@bozemanchamber.com)

### **Butte CVB**

1000 George  
Butte, MT 59701  
723-3177, FAX 723-1215  
[srowe@buttecvb.com](mailto:srowe@buttecvb.com)

### **Great Falls CVB**

1106 9<sup>th</sup> St South  
Great Falls, MT 59405  
761-1343, FAX 761-1349  
[carol@odysseytravel.info](mailto:carol@odysseytravel.info)

### **Helena CVB**

225 Cruse, Suite A  
Helena, MT 59601  
447-1530, FAX 447-1532  
[mmergenthaler@helenachamber.com](mailto:mmergenthaler@helenachamber.com)

### **Flathead CVB**

15 Depot Park  
Kalispell, MT 59901  
756-9091, FAX 257-2500  
[dori@fcvb.org](mailto:dori@fcvb.org)

### **Miles City CVB**

511 Pleasant  
Miles City, MT 59301  
234-2890, FAX 234-6914  
[mcchamber@mcchamber.com](mailto:mcchamber@mcchamber.com)

### **Missoula CVB**

1121 East Broadway, Suite 103  
Missoula, MT 59802  
532-3250, FAX 543-2304  
[director@missoulacvb.org](mailto:director@missoulacvb.org)

### **West Yellowstone CVB**

Box 458  
West Yellowstone, MT 59758  
646-7701, FAX 646-9691  
[director@destinationyellowstone.com](mailto:director@destinationyellowstone.com)

### **Whitefish CVB**

142 Rail Street (Mail: P.O. Box 4232)  
Whitefish, MT 59937  
862-3390, FAX 862-4165  
[ian@whitefishvisit.com](mailto:ian@whitefishvisit.com)